

## TALKRADIO 570 KLIF/DALLAS-FORT WORTH

### LOCAL NEWS

--Local news at the top and bottom of every hour Monday-Friday.  
--37 local newscasts per day Monday-Friday  
--Morning drive (5-9am) and afternoon drive (4-7pm) talk shows focus on discussion of the top local and national news stories of the day.  
--KLIF.com is used to furnish listeners resources to (a) get more information on the local news stories they hear on KLIF and (b) provide direct links to information sources, including Amber Alerts, school and business closings, charities, etc.

### LOCAL PUBLIC AFFAIRS

--KLIF's News Director hosts a weekly half-hour public affairs program that discusses issues and concerns in Dallas-Fort Worth. The program airs Sunday mornings on KLIF and sister station KTCK-AM.

### CREATING/SELECTING PROGRAMMING

--As a talk station, KLIF's mission is to talk about the big local and national news stories of the day. Content is derived from monitoring local TV newscasts and culling through the local papers (Dallas Morning News and Fort Worth Star Telegram). Periodic focus groups with listeners are conducted by the station.

### EMERGENCY PROGRAMMING

--KLIF "guarantees" to its listeners that the station will interrupt regular programming at any time for breaking news. Examples of breaking news stories this year: Amber Alerts, severe weather, and news conferences dealing with a local police standoff, the hiring of a new Dallas police chief and a tragedy at the Fort Worth Water Gardens. KLIF's weather information is provided 24/7 by the Weather Channel. The station participates in both AMBER and EAS tests.

### POLITICAL PROGRAMMING

--Local political candidates and ballot issues are discussed and debated by KLIF's morning (5-9am) and afternoon (4-7pm) talk hosts, who take calls from citizens. Special guests, such as SMU political science professor Cal Jillson, appear on the shows to provide background, depth and historical perspective. In addition, political candidates and spokespersons representing ballot initiatives are frequent guests on our talk shows. Sound bites from those interviews are replayed in subsequent KLIF newscasts. KLIF in the past has presented debates in the Dallas Mayoral race. An invitation to debate on the KLIF morning show was accepted by Congressman Pete Sessions but his opponent, Martin Frost, declined.

--KLIF sent both its morning and afternoon talk hosts to cover the Democratic and Republican presidential conventions. Guests included such Texas politicians as Gov. Rick Perry, Congressman Pete Sessions, Congressman Michael Burgess, Senator Kay Bailey Hutchinson, and Senator John Cornyn.

--KLIF will pre-empt regular programming starting at 6pm to cover the Nov. 2nd election, with emphasis on local races and ballot issues. The station will have up to four reporters covering the election; they will do live reports featuring interviews and analysis.

### CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

--KLIF airs at least one PSA per standard daypart Monday-Sunday. PSA lengths vary, from :10 in the newscasts to :30s and :60s outside the newscasts.

--It is the nature of KLIF's local talk hosts to discuss topical news stories that affect the Dallas-Fort Worth area, which include, but are not limited to, consumer rip-offs, health, crime, education, safety, drinking and driving, drug abuse, transportation, child neglect and domestic abuse.

#### Station Participation in Community Activities:

1. Cystic Fibrosis: (April) KLIF promoted their Great Strides Walk through promotional announcements and information posted on the web site. KLIF made an appearance at the event in a show of support.
2. Operation Enduring Support: (May) A KLIF event that partnered with Moms of Marines to raise awareness of the needs of troops overseas. Money and supplies were raised and sent to the troops in Iraq.
3. National Night Out: (August) Its annual event where communities are encouraged to come together, get to know your neighbor, and let the community know that all residences are active. KLIF supported the Flower Mound National Night Out by promoting the event with recorded promos.
4. Hope Cottage (September) is an organization that provides pregnancy counseling, adoption services, and teen mentoring. KLIF supports this organization by promoting its annual charity golf tournament which raises money for the organization.
5. United Way: (October) The employees of KLIF actively participate in fundraising efforts for the United Way. Employees give through one time donations, salary deduction donations, auctions, and penny drives.
6. Susan G. Komen: (October) Race For The Cure: Is an organization dedicated to finding a cure for breast cancer. KLIF raises awareness by promoting the Race For The Cure through recorded promos and additional information provided on its web site.
7. KLIF KIDS: (December) is KLIF's very own initiative that targets the needs of the least fortunate school in Dallas and Ft. Worth. These schools are City Park Elementary and Nash Elementary. This summer, KLIF conducted a school supply drive to help raise the needed supplies for the students of these schools. Each Christmas, money is raised by the station through car dealers to help meet the wish list of the students at these two schools.

In addition to those station events that benefit the community, 570 KLIF is committed to airing public service programming that focuses on issues of local awareness and need.

For example, KLIF has aired a total of 2,311 locally produced PSA's so far in 2004. An average of 257 per month.

KLIF and Susquehanna Radio Dallas has been instrumental in the development and implementation of the Amber Alert emergency program in Dallas Ft Worth. That program has now spread throughout the country. The Ticket and Susquehanna have been participating in the Amber Alert since its inception.

WWW.KLIF.COM: KLIF is proud of its web site as an information resource. All charities that KLIF promotes with its promotional announcements are included at KLIF.com with additional information and very often, a link to that particular charity.

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Sportsradio 1310 The Ticket takes our community involvement just as seriously as our sports and comedic content. We work year round in local fundraising efforts to help those less fortunate or to help aid research projects. Being children at heart, the Ticket has a soft spot for aiding those children who may not have opportunities otherwise, and does so through various organizations. What follows are some of the highlights of local events, fundraisers and public awareness campaigns in 2004. Programs are supported in a myriad of ways that include but are not limited to on air promotional time, with email to our Unity database, web site support and local marketing and programming support.

#### ANNUAL EVENTS:

Ticketstock - (February) This is a station funded weekend event for our listeners. Over 15,000 people come to enjoy a live broadcast, free sports' celebrity autographs for children and parents, interaction with all local professional sports teams, exposure for local nonprofit agencies (i.e. SPCA, all military branches, etc.) and over sixty vendors who facilitate games to raise funds for local charities (lost and abandoned animals, emergency service training for families, etc).

Charity Challenge On Ice - (March) We partner with the Dallas Stars hockey team to provide an entertaining night of bad hockey (played by the on air personalities) while raising funds for the Dallas Stars' Foundation. In the last 7 years, over \$300,000 has been raised to benefit the various charities supported by the Dallas Stars.

One Club- (April) For the past six years, 144 Golfers have rallied around our Saturday morning golf intensive show hosts, the Tee Box, for a round of golf to benefit Big Brothers/Big Sisters of Dallas.

Bowling for Spares - (July) The Ticket's midday show hosted an entertaining night of bowling to benefit Wednesday's Child, a weekly television feature about adoption that helps find permanent, loving, adoptive families for children in foster care. Local sports celebrities donate their time to add to the attraction, and local sports teams donate auction items to increase monies raised.

Tour de Pants- (August) It's not France, but it is a bike rally! While only a second year event, Tour de Pants tripled in size, attracting listeners from all over Dallas Fort Worth to ride with Craig Miller of the morning show, Dunham and Miller. Proceeds from the three course event benefit Special Olympics of North Texas.

Squid Supply Drive- (August) In only three short weeks, the Ticket along with our generous listeners, collected school supplies for children in need at two different economically challenged elementary schools in Dallas.

Dunham and Miller Open- (September) For the past ten years, the Dunham and Miller morning show have hosted a two flight golf tournament and silent auction to benefit Special Olympics of North Texas. Both the charity and station work together to provide a day of entertaining golf for all the generous donors and participants.

Race for the Cure- (October) Though a male focused radio station, Sportsradio 1310 The Ticket recognizes the seriousness of breast cancer and the urgent need

to find a cure. The Ticket proudly participates in this powerful day in Dallas to show support to our mothers, sisters, daughters, wives, friends, etc...

Bleeder's Cup - (November) In an attempt to capitalize on a good name (Breeder's Cup), the Ticket will partner with Carter Blood Care to build up the bank in time for the Holidays. From 5:30a to 7:00p, we will broadcast live and entertain as we take the blood of our generous listeners!

Ticket Toy Drive- (December) We're all big kids here at the station, so what better way to celebrate the holidays than to gather and give to the REAL kids in the Dallas/Fort Worth area. Local retailers will help as the Ticket encourages listeners to donate toys to benefit worthy children from economically challenged Dallas elementary schools.

Norm-A-Thon- (December) Norm Hitzges hosts a 24 hour broadcast and auction at an area Whataburger. All monies raised go to the Austin Street Centre for the homeless in Dallas. The excitement and energy Norm and the Ticket put into this event garnered over \$40,000 last year alone for Austin Street.

Local Fundraising Efforts- Sportsradio 1310 The Ticket answers any and all community cries for fundraising. By donating time and/or auction items, the Ticket contributes to over 100 individual efforts (all local) every year.

Sportsradio 1310 The Ticket is proud to support local events, fundraisers, and awareness campaigns. We support them with on air, prizes, live broadcasts and appearances, web site publicity, and email support. Staff members give their personal time to champion charitable efforts and serve on local committees. Some of those committees include Special Olympics of North Texas, Big Brothers/Big Sisters of Texas, and Austin Street Centre for the homeless. We at Sportsradio 1310 The Ticket, while dedicated to providing Dallas Fort Worth with compelling and entertaining sports talk; work just as hard to keep our DFW listeners safe, healthy and happy.

In addition to those station events that benefit the community, the Ticket is committed to airing public service programming that focuses on issues of local awareness and need.

For example, the Ticket has aired a total of 3,983 locally produced PSA's so far in 2004. An average of 442 per month.

We also air 2 hours of locally produced public service programming each weekend that features commentary, interviews and coverage of community issues raised during quarterly ascertainment meetings. Issues addressed over the past year include: child abuse and neglect, alcoholism, cancer research and prevention, gambling issues, local political issues/elections, education, police and fire initiatives, smoking and health, and local community arts.

Of our regular programming, 90% is locally produced each day. Those particular programs focus the majority of their discussion topics on local sporting events, community news, and sometimes even local arts. In particular, the afternoon drive show regularly features interviews with local musicians and play their music on the air to provide greater exposure for the artist.

The morning drive program regularly covers local news in a daily segment during prime commuting time. These local topics often involve roundtable discussion among the hosts.

The nighttime show on the Ticket is unique in that every night, up to 5 local listeners are invited in each night to co-host the entire show with the regular moderator. To our knowledge, there is no other regularly scheduled Monday through Friday radio program that features listeners as co-hosts.

The Ticket and Susquehanna Radio Dallas has been instrumental in the development and implementation of the Amber Alert emergency program in Dallas Ft Worth. That program has now spread through out the country. The Ticket and Susquehanna have been participating in the Amber Alert since it's inception.

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## 99.5 The Wolf Localism Initiatives

### Local News

- Weekday news reports every half hour 5a-9a, 40 per week total
- News director will stay later than 9a if there is major local or national breaking news.

### Local Public Affairs

- Weekly Round Table Show locally hosted and produced with guests from the area speaking with host about local events, causes and charities.

- PSA's run in each daypart, every day all week.

### Creating or Selecting Programming

The station broadcasts live from local events:

- the Ft. Worth Stock Show
- Komen Dallas Race For The Cure
- State Fair of Texas
- Texas Stampede
- Lone Star Park
- Marine Corps Reserve Toys For Tots drives and more.

Quarterly ascertainment meetings are held with local leaders to discuss issues that need to be addressed.

Regular programming is pre-empted when there are major local and national news stories- elections, war, deaths of major leaders, disasters (Shuttle disaster) and inclement weather.

### Emergency Programming

- News director now has the ability to go live from his home 24/7 via ISDN to cover urgent and breaking news.
- Amber Alerts and EAS alerts are all handled live 24/7.
- We partner with Metro and AP news services to get weather and news information.

### Political Programming

- Our local news reports include info on national, statewide and local elections.
- Local mayors and public officials are guests of the morning show.
- Special news coverage is scheduled when there are major elections to report returns as they come in.

### Civic Cultural and Community-Responsive Programming

The station supports on air, on website and at on site events for:

- Cinco De Mayo in Dallas and Fort Worth

- Wildflower Arts Festival in Richardson
- Main Street Fort Worth Arts Festival
- Bedford Blues & Music Festival
- Dallas Symphony Orchestra with Texas singer/songwriters
- McKinney Symphony
- Visions Women's Expo.

#### Music

-The Wolf gives air time to local Texas artists during the week and exclusively in a Sunday night Texas Music Show called "Live From the Front Porch" which airs from 6p to 9p. Local musicians are played and invited to be on the show live. It has brought national exposure opportunities to Texas musicians like Pat Green, Jack Ingram, Deryl Dodd, and Kevin Fowler.

#### Community Activities

The station gives air time and space on our website to promote numerous local charities and community activities throughout the year.

#### -Hunt for a Cure (January/February)

Over the last 5 years, our St. Jude Radiothon pledges have totaled over \$5 million! To add to that, we launched the Wolf Dream Home for St. Jude in August. By the time we gave away the \$350,000 home in December, we raised another \$900,000 for the kids.

#### -The Wolf is out For Blood (January and August)

Weeklong blood drives in January and August help the American Red Cross, and local blood banks. All of the Wolf on-air personalities not only host the events at each location, but they roll up their sleeves and give the gift of life.

#### -First Class Teacher of the Week (September-May)

Every week during the school year, Chris Sommer, from the Wake Up With the Wolf Show, rewards a local